AMENDMENT AND RESPONSE UNDER 37 CFR § 1.111
Serial Number: 09/686,073
Filing Date: October 11, 2000
Title: SALES SYSTEM WITH SALES ACTIVITY FEEDBACK

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IN THE SPECIFICATION

Please amend the specification as follows:

The paragraph beginning at page 1, line 22 is amended as follows:

The simplest of these alternate systems strive to reproduce an in-store shopping experience in which goods are offered for sale at a particular non-negotiable markdown price. This approach requires sellers to gauge the demand for their products so that they can determine a price that is high enough to allow them an acceptable return, but not so high that few or no buyers will purchase them. This process can be difficult and time consuming, and may be too much so to be warranted for relatively small lots of goods. And setting a particular price [[can]] also allow some individuals who place a high value on an item to buy it for less than that value.

The paragraph beginning at page 2, line 24 is amended as follows:

In preferred embodiments, the step of conveying can include displaying the feedback indication in the sales screen. The step of conveying can include displaying the feedback indication in the form of one of a series of different pictorial icons. The step of converting [[can]] derives the feedback value from quantities of the item sold, from quantities of the item reserved at future price points, from quantities of the item for which a reminder request has been entered, and/or from quantities of the item sold and the time taken to sell them. The step of converting can be performed continuously in near real time. The step of presenting can present time-separated price choices from a falling-price schedule. The step of presenting a plurality of price choices can display a present price and at least one future price, with a further step of displaying a present purchase control button next to the present price and a future purchase control button next to the future price.

The paragraph beginning at page 3, line 30 is amended as follows:

In preferred embodiments, the step of presenting can present the plurality of price choices as a schedule of time-separated price choices, with the step of adjusting ~~adjusting~~ the duration between prices. The step of presenting can present the plurality of price choices as a schedule of time-separated price choices, with the step of adjusting ~~adjusting~~ an amount of at least one of the prices in the schedule. The method can further include a step of displaying a version of the

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feedback indication in the sales screen. The step of converting can derive the feedback value from quantities of the item sold, from quantities of the item reserved at future price points, from quantities of the item for which a reminder request has been entered, and/or from quantities of the item sold and the time taken to sell them. The converting can be performed continuously in near real time. The step of presenting a plurality of price choices can display a present price and at least one future price, with the method further including a step of displaying a present purchase control button next to the present price and a future purchase control button next to the future price.

The paragraph beginning at page 4, line 20 is amended as follows:

In preferred embodiments, the price choice selection controls can be arranged according to a falling price schedule, with the timing of the price choice selection controls being one of the attributes operative to change during an offering of the item identified in the item identification area. The terminal [[can]] further including a feedback indication area responsive to the sales server via the network and operative to display a feedback indication derived from a quantity of the item available and sales of the item through other sales terminals. The attributes can be operative to change in near real time. The price choice selection controls can be associated with time-separated price choices from a falling-price schedule.